

# RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

AUGUST 1998

RJR Account #26040

Mr. F. Attea  
M. ATTEA & BROS.

## SALEM TEAR TAPE PROMOTION #800438: SEPTEMBER

Dear Frank:

Attached are September orders for Salem .30¢ Tear Tape product. No displays are required, as retailers will utilize displays they received with the July Salem Tear Tape distribution. Ship the number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. **No product has been ordered for this promotion; utilize residual product for distribution to your Customer List.**

**Brand Styles: Salem King / Salem 100 / Salem Lt King / Salem Lt 100**

**Retail Distribution Date:** September 14, 1998

PARTNERS 'BONUS' REPORTING DESCRIPTION	S A L _ 9 8 _ . 3 0 / _ 1 P K _
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As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: K. Jurgensen  
Enc. Retail Customer List  
Wholesaler Packing Instructions

SEPSAL.DOC

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## WORKPLAN VAP TEMPLATE LISTING

PAGE: 1  
 DATE: 98-08-04  
 TIME: 04:58 PM

WHOLESALER : 026040 MILHEM ATTEA & BROS., INC. <DIRECT>  
 TEMPLATE : 800438 80900 SAL 98 .30/1 NO  
 SALES LEVEL : 16XXXX

TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85	M100	LT	LT	TOTAL	CHAIN-ID	TAX	JURIS	SUPPLIER
							QTY	QTY	QTY	QTY					
162601	076920	DELAWARE VARIETY	569 DELAWARE AVE	BUFFALO	NY	14202	1	1	1	1	4				
162601	398853	MARIO'S	2304 PINE AVE	NIAGARA FAL	NY	14301	1	1	1	1	4				
162601	647757	G&G PETROLEUM	1543 NIAGARA ST.	BUFFALO	NY	14213	1	1	2		4				
162601	760242	B'S QUICK MART	1060 NIAGARA FALL N TONAWANDA	NY	14120		1	1	1	1	4				
162603	396910	SUPERIOR FOOD KING	1084 CLINTON ST	BUFFALO	NY	14206	2	2	2	2	8		NYS		
162603	397178	HARRY'S DELI	275 ABBOTT RD	BUFFALO	NY	14220	4	2	6	4	16		NYS		
162603	745889	REECE MOBIL ONTHERU	1051 HARLEM RD	CHEEKTOWAGA	NY	14227	4	1	8	1	14	1449-0000			
162603	812740	RICOTA'S MARKET	206 ELK ST	BUFFALO	NY	14210	2	1	1		4		NYS		

PAGE BREAK TOTAL ACCOUNTS 8 TOTAL QUANTITY 16 10 22 10 58

TEMPLATE TOTAL ACCOUNTS 8 TOTAL QUANTITY 16 10 22 10 58

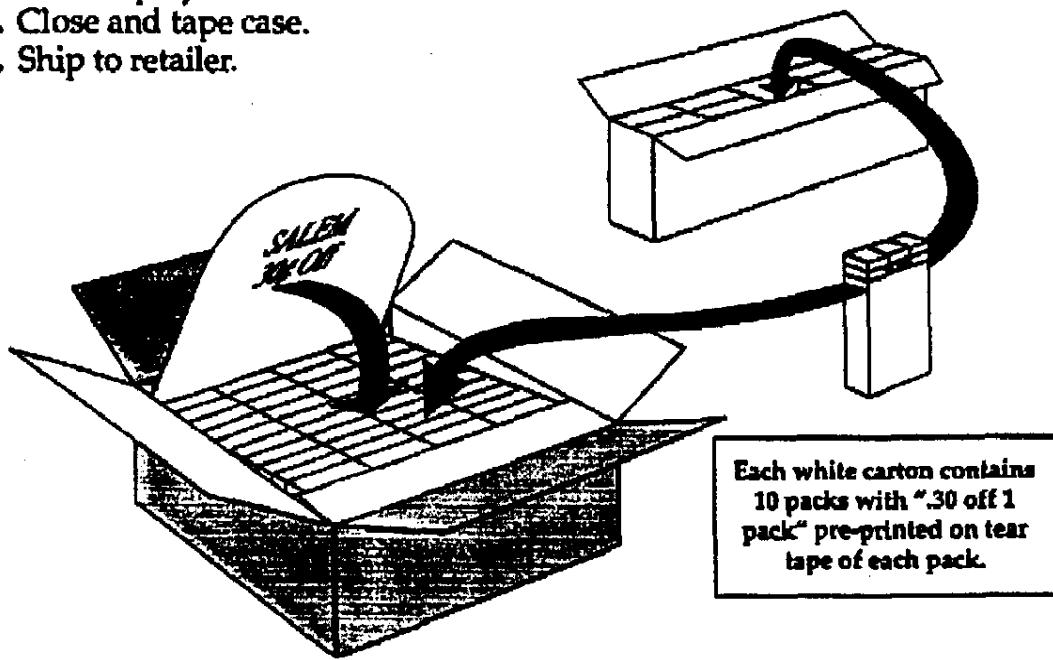
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**WHOLESALER PACKING INSTRUCTIONS**

SALEM TEAR TAPE 3RD QTR '98

**September SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item# 541964

MSA Promotion Reporting Description: SAL\_98\_30/1\_PK\_

King	100	LT King	LT 100		
Skip Number as Indicated					

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14  
6/17/98

# Salem '98

## 30¢ Off Pack Promotion

NOW  
OFF-INVOICE

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

### 40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and poster
- Price discount clearly communicated



item #541970

- Comes packed in shipper display

### SALEM '98 SNIPPED PASTER

### SALEM SNIPPED PACK REPLICA POS



item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

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